

## Writing Skills

**April 7-8, 2004** (#645)

**Pierce Co. Library Administrative Center, 3005 112<sup>th</sup> St. E.,  
Tacoma, WA 98446 (253) 536-6500**

**June 22-23, 2004** (#650)

**Best Western Fife Hotel & Conference Center,  
5700 Pacific Highway E., Fife, WA 1-888-820-3555**

**November 22-23, 2004** (#674)

**WSDOT Northwest Region Hdq., 15700 Dayton Avenue N.  
Shoreline, WA 98133 (206) 440-4000**

(The phone numbers shown at the above training facilities are for making hotel reservations and in case of emergency to contact a student in the class.)

**Cost: \$110**

**Time: 8:30 am – 5:00 pm**

**Class Size: 30**

**Instructor: Jordan Peabody**

**Target Audience:** This class is for any local, state or consulting agency employee who must write readable letters, manuals, speeches, memos, newsletters, e-mail, proposals, reports, bulletins and minutes.

**Course Description:** This workshop is designed to reduce the confusion caused by the poorly written word. It is for anyone who must write on the job, but is not a writing pro.

### Topics:

#### **Straight Thinking About Writing**

- Resisting pressures that lead to gobbledygook
- Job-related writing: art or craft?
- Visualizing your reader before you write
- Check your writing motives
- A realistic goal for on-the-job writing

#### **Organizing Ideas Quickly and Effectively**

- Grasping the thought process for organizing ideas
- How to decide what to include or omit
- Choosing an effective idea sequence

#### **Paragraphs that Give Ideas Away**

- How to build the productive paragraph
- Limiting paragraph length
- Transitions – to keep your reader on track
- The power of the well-written heading



### Compact Sentences

- What makes a sentence work in the reader's mind?
- Research results on sentence length
- Four causes (and cures) of overfed sentences

### Right Words in Right Places

- Choosing words that get results
- Common "word-focus" faults
- The importance of word order in English

### Seeing Your Own Writing Objectively

- How to measure reading difficulty

### Punctuate to Prevent Confusion

- Specific answers to punctuation puzzlers

### Vigorous Verbs: Cut Fat, Add Force

- Four ways writers "kill" verbs
- How to activate passive sentences

**Instructor:** Jordan Peabody's blend of experience in visual and written communication gives him a unique edge in the field of business writing. Mr. Peabody provides key insights in how business can improve their documents and presentations through clearer writing and effective use of graphic design, and makes the task of writing engaging and entertaining.

**Registration:** Please register on-line using this link: [On-line Registration Form](#). Fill in your information, select your class from the list, then press "Submit." A registration notice with driving directions to the training site is e-mailed to you when we process your request. **If you do not receive this e-mail notification within a day or two, you may not be registered and should contact us by phone.** Please do not prepay; an invoice will be sent after the class. Confirmation letters will be mailed three weeks prior to the class. If you are unable to attend, someone else from your agency may be substituted for you. To cancel your registration, or for assistance with registration, e-mail [wst2center@wsdot.wa.gov](mailto:wst2center@wsdot.wa.gov) or [schmidw@wsdot.wa.gov](mailto:schmidw@wsdot.wa.gov), or phone (360) 705-7386.

**Questions?** Contact Laurel Gray at [GrayL@wsdot.wa.gov](mailto:GrayL@wsdot.wa.gov) or (360) 705-7355.

### Motels in Tacoma

Best Western Fife Hotel	Comfort Inn	Extended Stay America	Ramada Limited	LaQuinta Inn
5700 Pacific Hwy E	5601 Pacific Hwy. E	2820 Pacific Hwy. E.	3501 Pacific Hwy E.	1425 E. 27 <sup>th</sup> St
Fife, WA	Fife, WA 98424	Fife, WA 98424	Fife, WA 98424	Tacoma, WA 98421
1-800-820-3555	(253) 926-2301	(253) 926-6316	(253) 926-1000	(253) 383-0146

### Motels in Shoreline

Best Western Inn	Days Inn North	Holiday Inn	Ramada Inn
13700 Aurora Ave. N.	19527 Aurora Ave. N.	14115 Aurora Ave. N.	2140 N. Northgate Way
Seattle, WA 98133	Shoreline, WA 98133	Seattle, WA 98133	Seattle, WA
(206) 361-3700	(206) 542-6300	(206) 365-7777	(206) 365-0700

**WSDOT Employees:** If you want to attend this class, you must check with Staff Development prior to enrolling to arrange for payment of fee. If the fee will come out of your org. code, you do not have to check with them. Their number is (360) 705-7062.

(Disability accommodations provided upon request.)

**Washington State Technology Transfer Center Web Page:** [www.wsdot.wa.gov/TA/T2Center/t2hp.htm](http://www.wsdot.wa.gov/TA/T2Center/t2hp.htm)